

SYRACUSE DISTRICT MATCHMAKER READYTALK TRAINING SERIES

July 9

Government Marketing Strategies: Your Map to Government Sales

The information you need to develop a government marketing plan: registrations, collateral materials, internet tools to research the government marketplace and find contacts to make.

Presented by: Paulette Birch
Program Manager
Rochester Procurement Technical Assistance Center

July 23

Opening Doors to Federal Procurement Opportunities

The U. S. Government is the world's largest buyer of goods and services. Federal agencies are required to establish contracting goals with at least 23% of all government spending targeted to small businesses. Opening Doors will provide you with basic information on federal procurement, explores SBA certification programs, describes the SBA government contracting programs that assist small businesses, and offers tips on identifying contracting opportunities.

Presented by: James Quackenbush, Business Development Specialist
Joyce Spears, Procurement Analyst
U. S. Small Business Administration

August 6

Doing Business with New York State
Your business is our business!

Join the Office of General Services Procurement Services Group to learn about statewide contracting opportunities for commodities, services and technology.

OGS establishes/administers over 2500 statewide contracts valued at more than \$5 billion annually. Even if you do not think your company is a candidate for a statewide contract, OGS has plenty of tips for increasing your marketing opportunities with state agencies, municipalities and other public entities in the state.

Presented by: Anne Samson
Purchasing Officer I
OGS Procurement Services Group

August 20

Let's Get Down to Business:
Making your Matchmaker event work for you!

Learn a few “tried and true” tips that will help you maximize your business opportunities at the 2009 Albany Matchmaker.

Presented by: Cathy Pokines
Director of Marketing and Communications
U. S. Small Business Administration